

The Influence Of Economic Digitalization On The Productivity Of Micro, Small, And Medium Enterprises (MSMES) In Palopo City

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Abstract

Keywords:

Digitalization, MSMEs, e-commerce, Social media

This study aims to analyze the influence of economic digitalization on the productivity of Micro, Small, and Medium Enterprises (MSMEs) in Palopo City. Digitalization includes the use of digital platforms, e-commerce and social media play a vital role in improving operational efficiency and expanding the market reach of MSMEs. Using quantitative methods and questionnaire data collection, this study involved 80 MSME respondents in Palopo. The analysis showed that the use of social media platform, e-commerce and social media have a significant positive impact on MSME productivity. Furthermore, MSMEs that adopt digital technology have recorded increased turnover and operational efficiency, despite still facing obstacles such as low digital literacy and inadequate technological infrastructure. The implications of research results regarding the influence of the platform, e-commerce and social media on the productivity of MSMEs in Palopo City shows that digital transformation is a crucial factor in increasing business competitiveness and efficiency.

Implications: *Implications of research results regarding the influence of platform, e-commerce and social media on the productivity of MSMEs in Palopo City shows that digital transformation is a crucial factor in increasing business competitiveness and efficiency. With the increasing adoption of digital technology, MSMEs are not only able to significantly expand their market reach but also optimize their marketing strategies and business operations.*

INTRODUCTION

Economic digitalization includes various economic activities that utilize information and communication technology, including online buying and selling transactions and marketing through platforms, e-commerce such as Tokopedia, Shopee, TikTok, Instagram, and other media (Hutagaol et al., 2024). In the digital era, information technology is crucial for driving the growth of MSMEs. People are adopting new lifestyles that rely heavily on electronic devices in the digital era (Agustin et al., 2023). Furthermore, the increasing dependence of businesses on technology in their daily operations is demonstrated by the increasing use of the internet and e-commerce in sales and purchase transactions. Therefore, MSMEs cannot take advantage of these digital opportunities. Experts refer to the organizational changes brought about by digital technology as "digital transformation."

Digitalization for MSMEs has become crucial, especially since during the pandemic, 29.1% of MSMEs began utilizing digital marketing channels. Eight out of ten MSMEs acknowledged that using digital platforms significantly helped them run their businesses during these difficult times. Current technological developments are not only felt by the wider community but also have a significant impact on MSMEs. Technological advancements require MSMEs to adapt quickly. Otherwise, they risk being left behind. Digitalization impacts MSMEs' ability to improve Creativity

and innovation, both in marketing products and utilizing increasingly popular digital payment systems, such as QRIS (Vhikry & Mulyani, 2023).

Both domestically and internationally, micro, small, and medium enterprises (MSMEs) are the backbone of the nation's economy. However, despite this, MSMEs are viewed negatively globally. MSMEs have a negative reputation because they face unique challenges, including personnel turnover, slow small business growth, and business closures following the COVID-19 pandemic (Trifia et al., 2024). MSMEs' creative work practices are driven by their self-confidence. Through knowledgesharing procedures, they can adopt this behavior, believing that information will spur their creativity. This is intended to encourage creative work practices (M. Risal et al., 2021). Many of these businesses fail due to rising costs and declining financial reserves. Furthermore, MSMEs face a number of challenges as they grow. Limited access to capital, technology, and human resources, which are essential tools to compete effectively in a competitive market, is the root cause of these significant problems. MSMEs often face challenging circumstances in the form of increasing market competitiveness alongside these difficulties.

With a large number of MSMEs, competition will naturally increase. If MSMEs have the ability to face challenges, they will continue to progress and develop, while those that cannot will experience declining sales or even bankruptcy. MSMEs must face and prepare themselves to overcome these conditions so they can adapt quickly. Therefore, choosing a strategy is crucial for determining the success of an MSME in achieving its goals, especially in today's digital era. (Wulandari et al., 2023).

The digital era offers marketers significant opportunities to reach potential customers in ways never before possible. While some marketers are hesitant to embrace digital technology, many recognize that more innovative and bold communication is now key (Chakraborty & Jain, 2022). Regardless of whether marketers feel threatened by these changes, the most effective approach is to actively participate in the digital realm. This demonstrates that a digital presence is a necessity that companies and businesses cannot ignore. Digital adoption significantly simplifies management. Conversely, businesses that are reluctant to embrace digital technology will be left behind by the competition.

In this context, it is also important to remember that street vendors (MSMEs) play a crucial role in the local economy and form the foundation of the informal sector. Therefore, greater support and understanding of their efforts from the community and government is crucial to ensuring future sustainability and inclusive economic growth in Palopo City (Sari et al., 2023). For businesses, increasing The use of social media and internet commerce presents both opportunities and challenges. While ensuring the quality of their eservices meets customer expectations, companies must be able to leverage social media as an efficient marketing tool. (Samsidar et al., 2024)

The purpose of this research was to determine the influence of digitalization This study aims to examine the impact of economic growth on economic productivity in Palopo City and is expected to provide better insight into the challenges faced by street vendors and how they have managed to adapt and survive amid the COVID-19 pandemic. The study also aims to highlight the importance of recognizing their contributions to the local economy and the collaborative efforts needed to ensure a better future for street vendors in Palopo City.

METHODS

This research uses a quantitative approach by applying techniques purposive sampling and data collection methods through questionnaires distributed to 80 respondents, who

are MSMEs with a turnover of approximately Rp100,000,000/year in Palopo City. The collected data were analyzed using validity and reliability tests to ensure the quality of the instruments used. Furthermore, multiple linear regression analysis was applied to test the influence of the independent variable, namely platform usage.e-commerce and social media, on the dependent variable, namely MSME productivity. This analysis aims to determine the extent to which economic digitalization can improve operational efficiency and MSME competitiveness in the digital era

RESULTS AND DISCUSSION

Subheadings Level 2

Table 1. Validity Test and Reliability Test

Variables	Item	R _{hitung}	R _{tabel}	Sig	note	Cronbach's alpha	note
Platform <i>e-commerce</i>	X1,1	0,610	0,2199	0,000	Valid	0,826 > 0,60	Reliabel
	X1,2	0,715	0,2199	0,000	Valid		
	X1,3	0,654	0,2199	0,000	Valid		
	X1,4	0,640	0,2199	0,000	Valid		
	X1,5	0,755	0,2199	0,000	Valid		
	X1,6	0,774	0,2199	0,000	Valid		
	X1,7	0,759	0,2199	0,000	Valid		
Social media	X2,1	0,593	0,2199	0,000	Valid	0,827 > 0,60	Reliabel
	X2,2	0,664	0,2199	0,000	Valid		
	X2,3	0,700	0,2199	0,000	Valid		
	X2,4	0,755	0,2199	0,000	Valid		
	X2,5	0,696	0,2199	0,000	Valid		
	X2,6	0,743	0,2199	0,000	Valid		
	X2,7	0,756	0,2199	0,000	Valid		
Productivity MSMEs	Y,1	0,718	0,2199	0,000	Valid	0,864 > 0,60	Reliabel
	Y,2	0,646	0,2199	0,000	Valid		
	Y,3	0,756	0,2199	0,000	Valid		
	Y,4	0,719	0,2199	0,000	Valid		
	Y,5	0,746	0,2199	0,000	Valid		
	Y,6	0,791	0,2199	0,000	Valid		
	Y,7	0,821	0,2199	0,000	Valid		

Source: Results of SPSS 25.2025 data processing

Based on the results of the validity analysis of the research instrument, all statements in the platform variable e-commerce, social media, and MSME productivity in Palopo City showed a calculated r value > r table (0.2199) with a significance of $p < 0.05$, which means that all statement items were declared valid. This indicates that each indicator in the research variable has a strong relationship in measuring the intended concept. In the platform variable e-commerce, the statement with the highest calculated r value is X1.6 (0.774), indicating that certain aspects of e-commerce has a major contribution in increasing the productivity of MSMEs. Similarly, in the social media variable, statement X2.7 has the highest value (0.756), indicating that more active

use of social media is correlated with higher productivity. Meanwhile, the MSME productivity variable shows the highest validity in statement Y.7 (0.821), which confirms that the factors measured in this study are very relevant in determining the level of productivity of MSMEs in Palopo City.

These results strengthen the finding that digital platforms, both in the form of e-commerce and social media, play a significant role in supporting the growth of MSMEs and increasing their competitiveness in the market. The results of the reliability test show that all variables in this study, namely the platform-e-commerce (X1), social media (X2), and MSME productivity (Y) have a Cronbach's Alpha value > 0.60, which means all variables are declared reliable. The highest Cronbach's Alpha value is found in the MSME productivity variable (Y) at 0.864, indicating that the instrument used to measure MSME productivity has very good internal consistency. Meanwhile, the platform variable e-commerce (X1) and social media (X2) also showed a strong level of reliability with values of 0.826 and 0.827, which indicates that the statements in these variables can be relied upon to consistently measure the phenomena being studied. These results confirm that the research instrument has good quality in measuring the relationship between social media utilization, e-commerce and social media on the productivity of MSMEs in Palopo City, so that further analysis can be carried out with the belief that the data obtained has high stability and reliability.

Table 2. Statistical test

variable	Coefficient(B)	std.Error	t-value	p-value	significance
Constant	2.466	1.357	1.817	.073	
Platform e-commerce	.394	.110	3.591	.001	Significant
Social media	.405	.118	3.434	.001	Significant

|R-Squared |0.420 |

|Adjusted R-Squared |0.405 |

|F-value |27.909 |

|p-value (F test) | 0.000 |

Source: Results of SPSS 25.2025 data processing

The constant value is positive at 2.466, this shows that if the platform variable e-commerce and the social media variable is considered 0, then the value is 2.466. The coefficient of the platform variable e-commerce of 0.394, This means that if there is a 1 percent increase in the value of the MSME variable, it will increase economic growth by 39.4%. The coefficient of the social media variable is 0.405, meaning that if there is a 1 percent increase in the value of the tourism variable, it will increase economic growth by 40.5%. The results of the analysis above show an R value of 0.4201, indicating a fairly strong relationship between the e-commerce platform (X1) and social media (X2) on MSME productivity (Y), because the correlation value is in the range of 0.90-1. Based on the table above, the R value is 0.4201. adjusted R square, which is 0.405, meaning that variations in all independent variables can influence changes in the dependent variable by 0.405 (40.5%). While the remaining 59.5% is influenced by other variables outside the study. Based on the results of the partial test (T) in the table above, it can be seen that the significant value for the platform-e-commerce against 0.001 < 0.05. The calculated t value is 3.591 > t table of 1.894. Therefore, it can be concluded that H1 is accepted, meaning that the

platform variable e-commerce has a positive and significant influence on the productivity variable of MSMEs. It is known that the significant value for social media on MSME productivity is $0.001 < 0.05$. The calculated t value is $3.434 > t$ table of 1.894. So it can be concluded that H2 is accepted, meaning that the social media variable has a positive and significant influence on the productivity variable of MSMEs.

DISCUSSION

Subheading Level 2

Platform Influence e-commerce On MSME Productivity Platform e-commerce has increased the productivity of Micro Enterprises, Small and Medium Enterprises (SMEs) significantly. With easy access to a larger market, SMEs can offer their products online without being limited by geography. Several academic studies have found that the implementation of e-commerce significantly increase sales, efficiency operational efficiency, and the capacity of MSMEs to compete in larger markets. This growth is driven by lower marketing costs, faster transaction processing, and the ability to use sales data to make better decisions (Almtiri et al., 2022).

The results of the analysis show that MSMEs that actively use the platform e-commerce experienced a significant increase in turnover compared to those who still rely on conventional sales methods (Ikhsan & Hasan, 2020). This is due to easier access to a wider market, both locally and nationally. With the promotional and advertising features offered by the platform, e-commerce, MSMEs can reach more customers without having to spend large sums on traditional marketing. However, various issues such as lack of digital literacy, competition from large companies, and inconsistent internet infrastructure remain obstacles to increasing e-commerce for MSMEs. Therefore, various parties, including the government and platform providers, must work together to increase the digital capacity of MSMEs so they can take advantage of e-commerce maximally. (Aprilia et al., 2025)

Platform usage e-commerce has a significant impact on MSME productivity, particularly operational efficiency, market reach, and revenue growth. MSMEs can use e-commerce to cut operational costs, automate transactions, and develop their markets on a national and global scale (Ariska et al., 2022). Shows that MSMEs that use e-commerce have better competitiveness due to easier market access and more effective digital marketing methods. Furthermore, the use of analytical data from the platform e-commerce enabling MSMEs to make more informed business decisions. However, obstacles such as low digital literacy and limited internet infrastructure continue to prevent certain MSMEs from fully leveraging the benefits e-commerce.

Apart from increasing turnover, operational efficiency is also a major factor influenced by e-commerce. With automated systems for stock management, payments, and transaction recording, MSMEs can reduce errors in financial records and increase the speed of customer service. A study of MSMEs in Palopo showed that business owners experienced the benefits of digitalization. manage their business, including a significant reduction in operational costs (Agustina et al., 2023)

Platform impact e-commerce The impact of digital transformation on MSME productivity has many academic and practical implications. Academically, this research can contribute to the literature on digital transformation in the business sector, particularly for MSMEs, and provide insight into the elements that determine effectiveness e-commerce in improving company efficiency (Santos-Jaén et al., 2023). It is important for governments and platform providers to

commerce in establishing policies and mentoring programs to assist MSMEs in addressing digitalization challenges, such as a lack of digital literacy and technological infrastructure. Therefore, this research can serve as a basis for establishing more effective methods to encourage the growth and sustainability of MSMEs in the digital economy era (Agustina et al., 2023).

Platform usage-commerce Digital marketing also encourages MSMEs to innovate further in their marketing strategies. Features such as live shopping, exclusive discounts, and customer loyalty programs are a major draw for consumers (Kirom et al., 2022). Several MSMEs in Palopo that have successfully adopted this digital-based marketing strategy have reported sales spikes of up to twofold in certain periods, particularly during major promotions like Harbolnas (National Online Shopping Day) or other discount programs.

On the other hand, the platform-commerce It also provides opportunities for MSMEs to expand into a wider market. Previously, location limitations were a major obstacle for small businesses to grow. However, with the advent of online marketplaces, products from Palopo City can now be sold to various regions without the need for physical branches. This is evidenced by the increasing number of interprovincial transactions conducted by MSMEs in Palopo City in recent years (Hastuti et al., 2021).

However, adoption-commerce MSMEs in Palopo City still face several challenges. Some business owners struggle to understand digital technology, particularly in optimizing the features provided by the platform.e-commerce Therefore, digital training and mentoring are crucial to ensure that all MSMEs can maximize their use of this technology (Aprilia et al., 2025).

According to Resource-Based Theory (RBV), MSMEs can gain competitive advantage and increase their productivity by leveraging internal resources such as digital skills and access to technology to optimize their use.e-commerce. MSMEs can improve operational efficiency, expand market reach, and optimize data-driven business strategies by embracing-commerce, all of which have a positive impact on their productivity and competitiveness.

This research is in line with research conducted by (Kamil & Miranda, 2024) with results showing that-commerce significantly impacts MSMEs in increasing income and market access. This is also in line with a study conducted by (Daud et al., 2024),e-commerce has a significant impact on the growth of MSMEs, as was the case in research conducted by (Fadhil et al., 2024). However, this research is inconsistent with research conducted by (Wahdia & Rintasari, 2023).

The Influence of Social Media on MSME Productivity

The use of social media has played a key role in increasing MSME productivity, particularly in marketing, customer interaction, and operational efficiency (Ariska et al., 2022). Research shows that social media platforms like Instagram, Facebook, and TikTok enable MSMEs to access a larger market at a lower cost compared to more expensive and limited traditional marketing strategies. Social media not only increases product exposure but also fosters closer relationships with customers through interactive interactions. Furthermore, elements like marketplaces, sponsored advertising, and data analytics help MSMEs understand consumer behavior and improve their business strategies. However, obstacles such as lack of digital literacy, changing social media algorithms, and intense competition continue to prevent some MSMEs from fully utilizing social media. Therefore, improving digital literacy and adapting marketing tactics is crucial so that MSMEs can use social media as a tool to increase production and competitiveness (Ausat & Peirisal, 2021).

The impact of social media on MSME productivity has significant implications for

academics, business practitioners, and policymakers. Academically, this study can contribute to existing research on the role of digital technology in improving MSME efficiency and competitiveness, particularly in marketing and customer engagement (Gao et al., 2023). From a practical perspective, this report informs MSMEs about how successful social media utilization tactics can increase market reach, strengthen branding, and boost sales and customer loyalty. Furthermore, this study can help governments and social media platform providers establish laws and instructional initiatives that help MSMEs make the most of social media. This study aims to help MSMEs become more adaptive in the digital world, thereby enabling them to increase productivity and sustainable economic growth.

Social media has become an increasingly dominant tool in transforming the business landscape across various sectors, including Micro, Small, and Medium Enterprises (MSMEs). In Palopo City, the use of platforms like Facebook, Instagram, and TikTok has been shown to significantly impact MSME productivity. Research shows that the presence of social media is not only increasing business visibility, but also contributing to revenue growth and operational efficiency of business actors. One of the main impacts of social media use for MSMEs in Palopo City is increased market reach. Unlike conventional marketing methods, which are limited to a local scope, social media allows businesses to reach customers from various regions, even beyond the city. This directly increases transaction volume and expands business opportunities for MSMEs (Saputra, 2021).

In addition to wider reach, social media use also increases customer interaction. With features like comments, direct messages, and customer reviews, MSMEs can more easily communicate with their consumers. This interaction allows businesses to better understand market needs, allowing them to tailor their marketing strategies and products to customer preferences (Rusdana et al., 2022). The productivity of MSMEs in Palopo City has also significantly increased due to the use of social media for promotional efficiency. Compared to conventional marketing methods like print ads or banners, social media promotion is far more cost-effective and effective. Various features, such as paid advertising and data-driven algorithms, enable MSMEs to target more specific audiences, increasing the conversion rate from potential buyers to repeat customers. Beyond promotional efficiency, social media also helps MSMEs manage their businesses more systematically. Some platforms offer analytics features that provide insights into advertising performance, customer demographics, and market trends. This data is invaluable for businesses in designing more effective, data-driven business strategies, enabling them to increase their competitiveness in an increasingly competitive marketplace (Bastian et al., 2023).

In terms of product innovation, social media serves as a platform for inspiration and the latest trends that MSMEs in Palopo City can adopt. By continuously monitoring competitors and observing market responses to specific products, MSMEs can adapt their innovations to stay relevant. For example, the short video trend on TikTok has been utilized by many businesses to introduce their products in a more engaging and viral way. However, while social media has significantly impacted MSME productivity, challenges remain. One such challenge is the increasing competition resulting from the growing number of businesses utilizing these platforms. MSMEs without a solid digital marketing strategy may struggle to compete, necessitating enhanced digital skills to remain relevant in the market (Suwarni & Handayani, 2021). Additionally, another common challenge is digital reputation management. Negative reviews or negative comments spread on social media can impact business image. Therefore,

MSMEs in Palopo City need to have a strategy for managing communications with customers to maintain a positive reputation in the digital world. Despite these challenges, the impact of social media on the productivity of MSMEs in Palopo City cannot be ignored. By optimally utilizing digital technology, businesses can continue to grow and increase their competitiveness. An adaptive approach to digital trends and the right marketing strategy will be key to success in the era of social mediabased businesses (Harini et al., 2021).

According to Digital Marketing Theory, social media can help MSMEs reach a wider market, increase contact with consumers, and optimize promotions at a lower cost than traditional techniques. MSMEs can effectively leverage social media to increase brand visibility, manage client relationships, and boost sales and business efficiency, all of which contribute to increased productivity. The results of this study align with a study by Nurasmi et al., 2023, which assessed the significant influence of social media on MSMEs. This study also aligns with research by Nadhiro, 2024, who found that social media has a significant impact on MSMEs, as does research by Suriyanti et al., 2024. However, this study disagrees with the study by Larasati et al., 2024.

CONCLUSION

This study shows that economic digitalization has a significant impact on the productivity of Micro, Small, and Medium Enterprises (MSMEs) in Palopo City. The use of digital technologies, such as e-commerce, social media, digital payment systems, and business management applications have been proven to improve operational efficiency, market access, and the competitiveness of MSMEs in the digital economy era. These technologies enable MSMEs to minimize operational costs, expedite transaction procedures, and reach customers beyond their local area.

Implications of research results regarding the influence of platformsecommerceand social media on the productivity of MSMEs in Palopo City shows that digital transformation is a crucial factor in increasing business competitiveness and efficiency. With the increasing adoption of digital technology, MSMEs are not only able to significantly expand their market reach but also optimize their marketing strategies and business operations. The results of this study emphasize the need for support from various parties, including local governments and financial institutions, in providing digital training, access to technological infrastructure, and policies that encourage a digital-based business ecosystem. Furthermore, it is important for MSMEs to continue improving their digital business ecosystem.

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